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**FROM:** Michael S. Garrabrants  
Reg. No. 51,230**DATE:** October 17, 2006

Number of pages with cover page:	11	
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**Comments:****ATTORNEY DOCKET NO.:** 324212003100  
**SERIAL NO.:** 09/638,457  
**FILING DATE:** August 14, 2000  
**INVENTOR(S):** Eric BOYD et al.  
**TITLE:** OFFLINE-ONLINE INCENTIVE POINTS SYSTEM AND METHOD  
**EXAMINER:** R. Alvarez  
**GROUP ART UNIT:** 3622**Papers attached herewith:**

1. Transmittal - 1 page
2. Amendment - 9 pages

sf-2210599

OCT 17 2006


PTO/SB/21 (09-04)

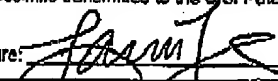
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<b>TRANSMITTAL FORM</b>  <i>(to be used for all correspondence after initial filing)</i>	Application Number	09/638,457	
	Filing Date	August 14, 2000	
	First Named Inventor	Eric BOYD	
	An Unit	3622	
	Examiner Name	R. Alvarez	
Total Number of Pages in This Submission	10	Attorney Docket Number	324212003100

ENCLOSURES (Check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment/Reply <input checked="" type="checkbox"/> After Final - 9 pgs. <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Reply to Missing Parts/Incomplete Application <input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.62 or 1.63	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ <input type="checkbox"/> Landscape Table on CD	<input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): 1. Fax Cover Sheet
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT		
Firm Name	MORRISON & FOERSTER LLP (Customer No. 20872)	
Signature		
Printed name	Michael S. Garrabrants	
Date	October 17, 2006	Reg. No. 61,230

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Dated: October 17, 2006	Signature:  (Laura Tsang)

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Dated: October 17, 2006

Signature: 

(Laura Wang)

Docket No.: 324212003100  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Eric BOYD et al.

Application No.: 09/638,457

Confirmation No.: 9536

Filed: August 14, 2000

Art Unit: 3622

For: OFFLINE-ONLINE INCENTIVE POINTS  
SYSTEM AND METHOD

Examiner: R. Alvarez

**AMENDMENT AFTER FINAL ACTION UNDER 37 C.F.R. 1.116, EXPEDITED  
PROCEDURE**

MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

This is in response to the final Office Action dated August 29, 2006 (Paper No. 20060821), for which a response is due on November 29, 2006. This response is filed within two months of the issuance of the final Office Action and therefore qualifies for expedited review. Accordingly, this response is timely filed. Reconsideration and allowance of the pending claims, as amended, in light of the remarks presented herein are respectfully requested.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 8 of this paper.

sf-2195923